

MEDIA HABITS OF YOUNG CHILDREN (2-6)

Important Facts

Research reports that young children in this age group spend on average around 3 hours a day consuming media. Most of this time they spend watching TV, DVDs, or videos. Other popular media activities are reading or being read to from print media, and playing media games.

It is important that parents focus on choosing age-appropriate media for this age group.

The recommended media-related parenting approaches for this age group are **co-viewing** and **scaffolding**

(see explanation in the next section).

Important Terms

- **new media** = electronic media such as videos, electronic games, social media, and the internet
- **media literacy** = the ability to critically analyze media messages and assess their credibility
- **co-viewing** = when parents watch media (such as TV or videos) together with their children
- **scaffolding** = asking the children questions about the media content, labeling and describing important media elements (animals, characters, emotions, colors, etc.)

Important Sources

Common Sense Media

<https://www.commonsensemedia.org/research>

